

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	414	((target\$3 customi\$6 personal\$7 individual\$7 optim??\$5 focus?2) NEAR3 (advertis?5 ad ads promo\$1 promotion\$2 content commercial\$1 coupon\$1 incentive\$1)) SAME ((purchas?2 transaction\$2 shopp??1 rent\$3) NEAR3 (histor?2 past previous earlier prior behavior)))	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:23
L2	81	L1 AND (@ad<"19981230" @rlad<"19981230")	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:28
L3	48	L2 AND (real ADJ time)	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:23
L5	84	L1 AND (@ad<"19981230" @rlad<"19981230" @prad<"19981230" @pd<"19981230")	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:33
L6	11	(L5 NOT L3) AND (dynamic\$4 interactive live (real ADJ time) realtime instant\$2 immediate\$2) NEAR3 (respon?3 interact\$3 data)	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:38
L8	11	6 AND (dynamic\$4 interactive live (real ADJ time) realtime instant\$2 immediate\$2)	US-PGPUB; USPAT	OR	OFF	2006/02/20 12:39

↓ Identifier de Lopé (et al. /'08 pat.)